

lisapeterson

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summary

Over ten years of client service experience and managing/meeting project deadlines. Eight years experience in Internet strategy including creating site structure, designing and building HTML/CSS web sites, writing and editing content and managing projects. Keen eye for design. Work well with a team and independently to conceptualize client's vision and follow brand guidelines. Detail oriented and proficient at meeting project deadlines.

experience

Freelance Web Design/Writer, Chicago, IL Oct. 2008 - present

Work with clients to develop website initiatives, create site structures, organize and/or write content and design/code the website.

Shared Marketing Services/Vortus, Chicago, IL July 2000–Oct. 2008

Awarded 2006 Outstanding Employee

Shared Marketing Services is a Trade Fund advertising/marketing company that acquired part of the Vortus (an Internet/technology company) staff in the winter of 2002.

Design Studio Manager

- Oversaw and assigned projects to the design team, reviewed assignments with designers and managed account executives expectations of projects
- Brainstormed with account executives/designers on copywriting and designing promotional marketing pieces, met project goals and deadlines
- Managed projects for Brand Construction Kit (online ad builder) to ensure artwork was compatible with system, worked with Java developers in designing and creating the HTML/CSS of interior web pages (site maintenance and development) and edited online content sections
- Conceptualized, designed and wrote advertising/marketing materials following client brand guidelines

Web Designer/Content Manager (Vortus)

- Managed clients in assessing the project time tables and in delivering the final product
- Evaluated and created site structure to enhance usability through web sites
- Built and maintained HTML web sites
- Wrote, edited and proofed web sites consistent with the voice of the client brand
- Researched site optimization to increase ratings on internet search engine results

skills

Dreamweaver, XHTML, CSS, JavaScript, Wordpress, Flash, Photoshop, Illustrator, and InDesign.

education

Bachelor of Science, Business Economics
South Dakota State University, Brookings, SD